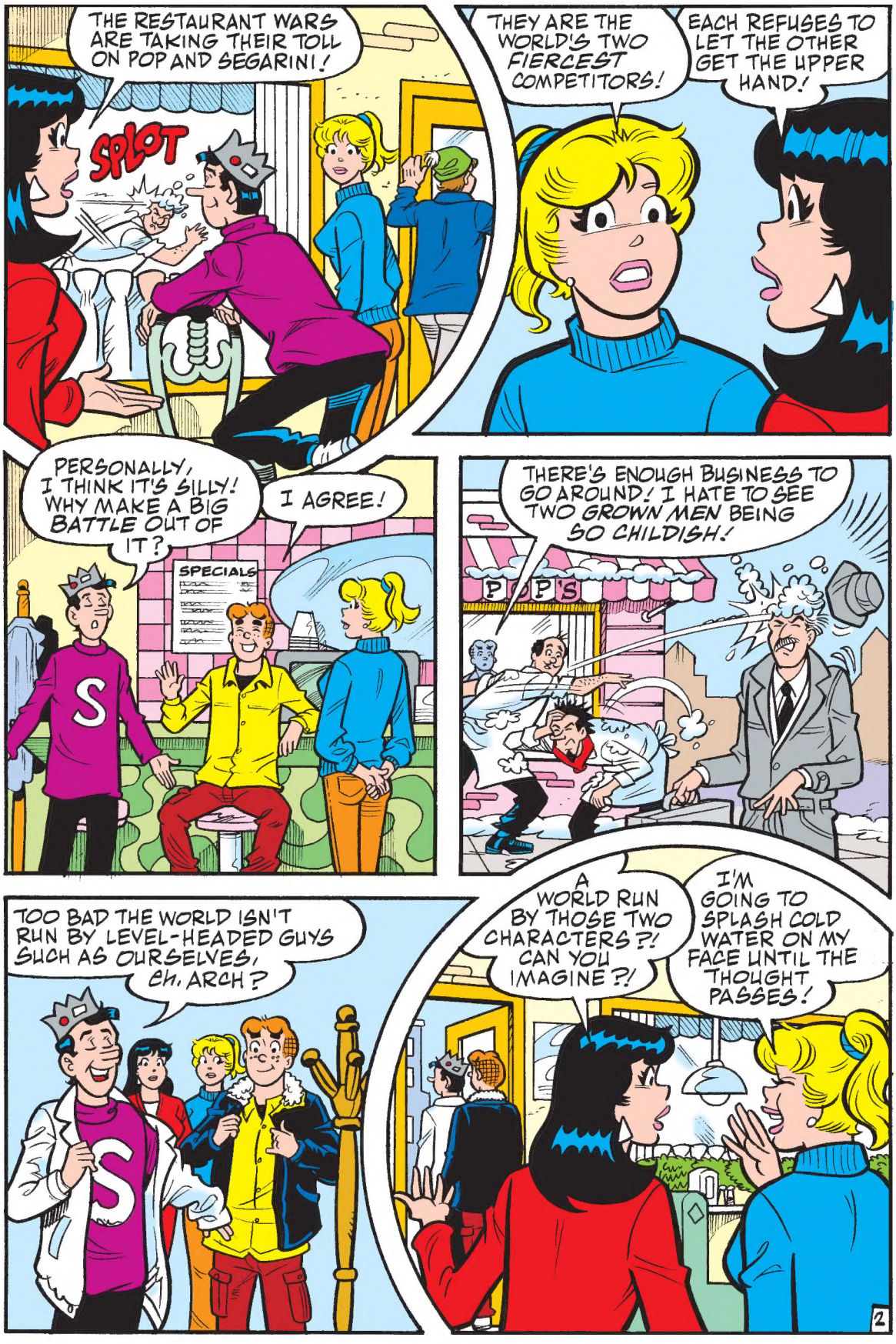
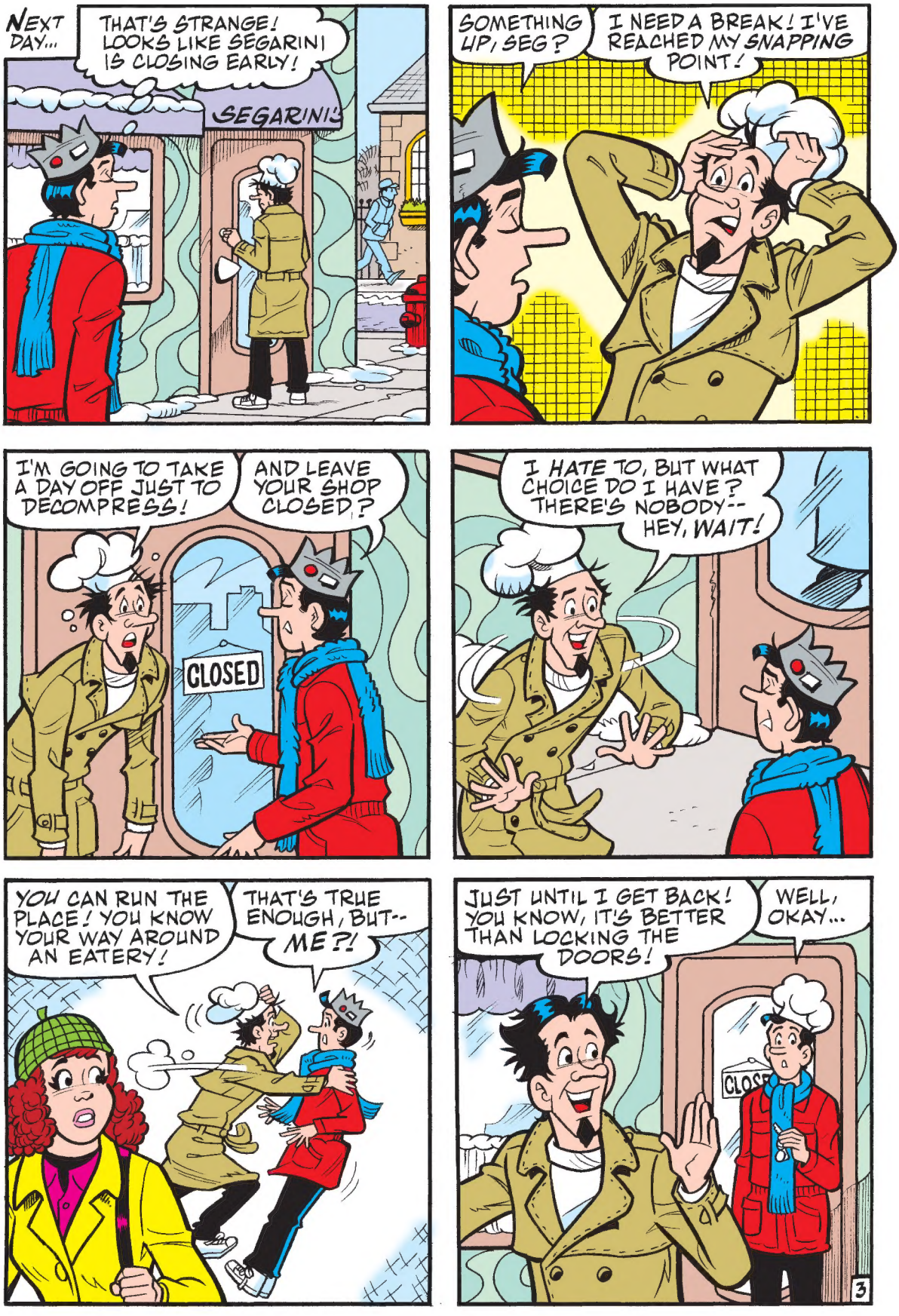
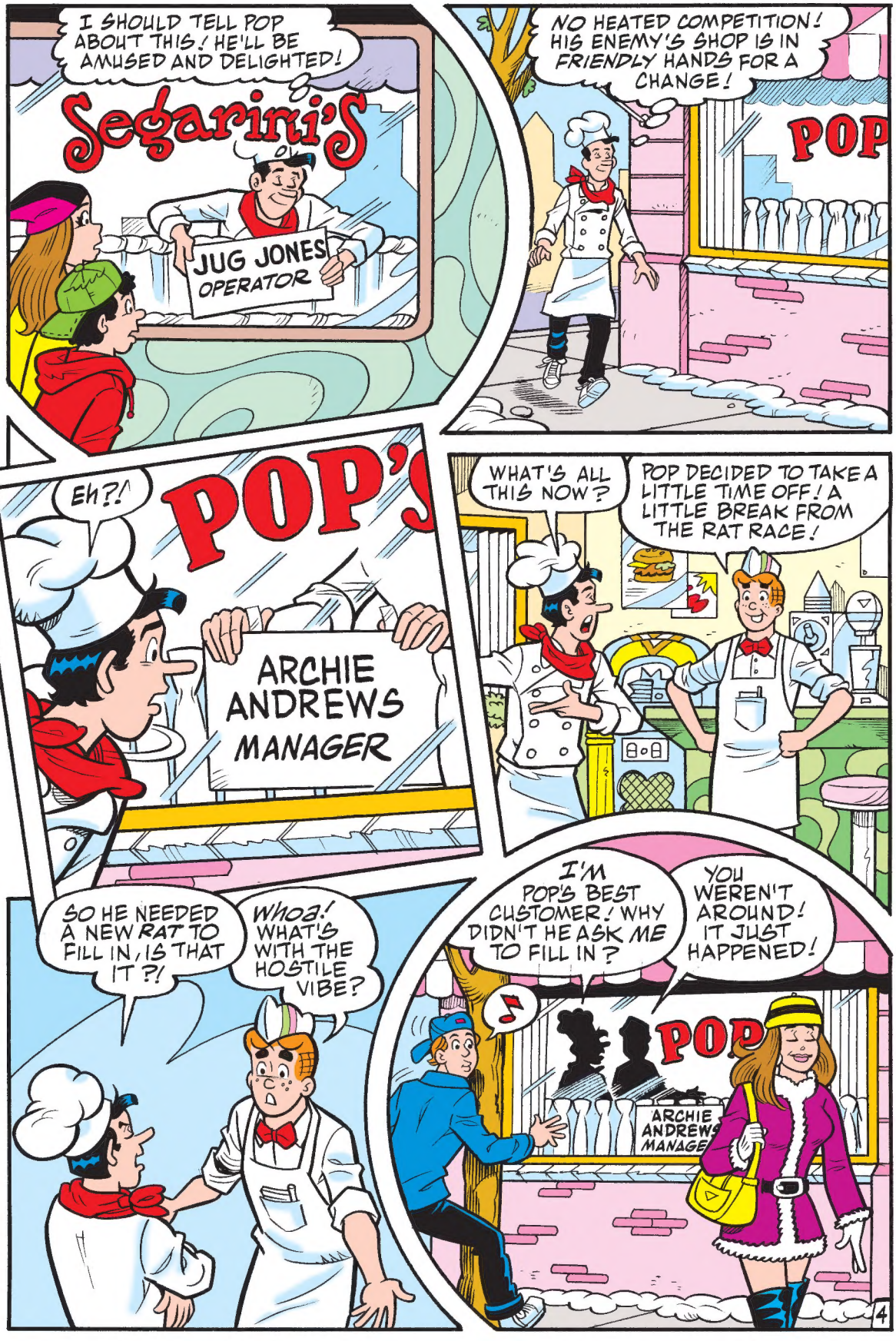
Archie
65TH ANNIVERSARY
ARCHIECOMICS.COM
#178
APPROVED BY THE COMICS CODE AUTHORITY
ARCHIE'S PAL
Jughead
COMICS
I'M DOOMED!
...ETHEL'S NEW GPS CAN TRACK ME DOWN!
REX W. LINDSEY

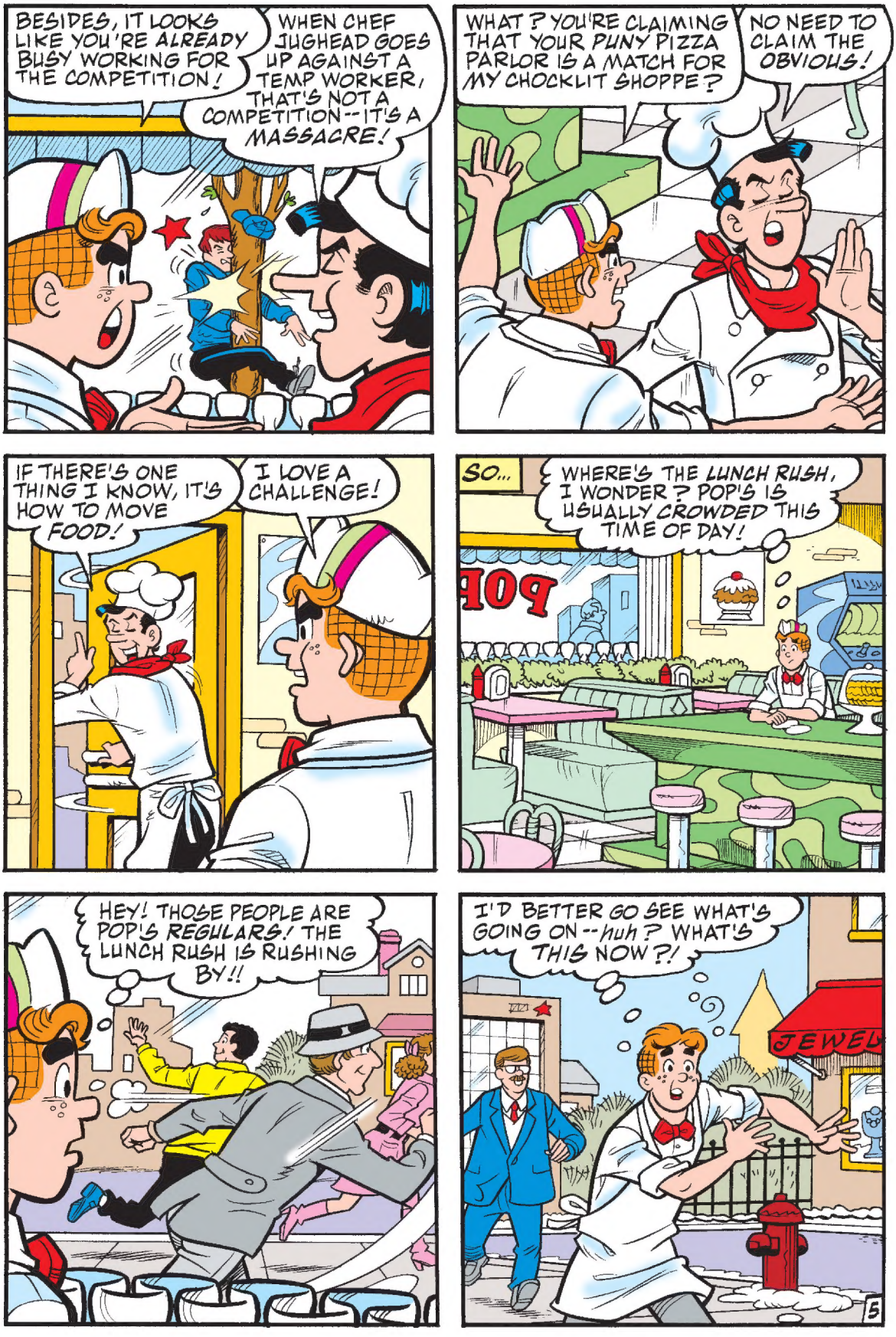
A FAT GUY AND A SKINNY GUY WITH A BEARD ARE PELTING EACH OTHER WITH SNOWBALLS!
THAT WOULD BE POP AND SEGARINI!
The BIG POP
I'VE NEVER SEEN ANYTHING LIKE IT! WHAT ARE THEY, LUNATICS?
The COMPETITION
POP'S
NO, THEY'RE BUSINESSMEN!
WAP
ZIP
SWOOSH
Jughead

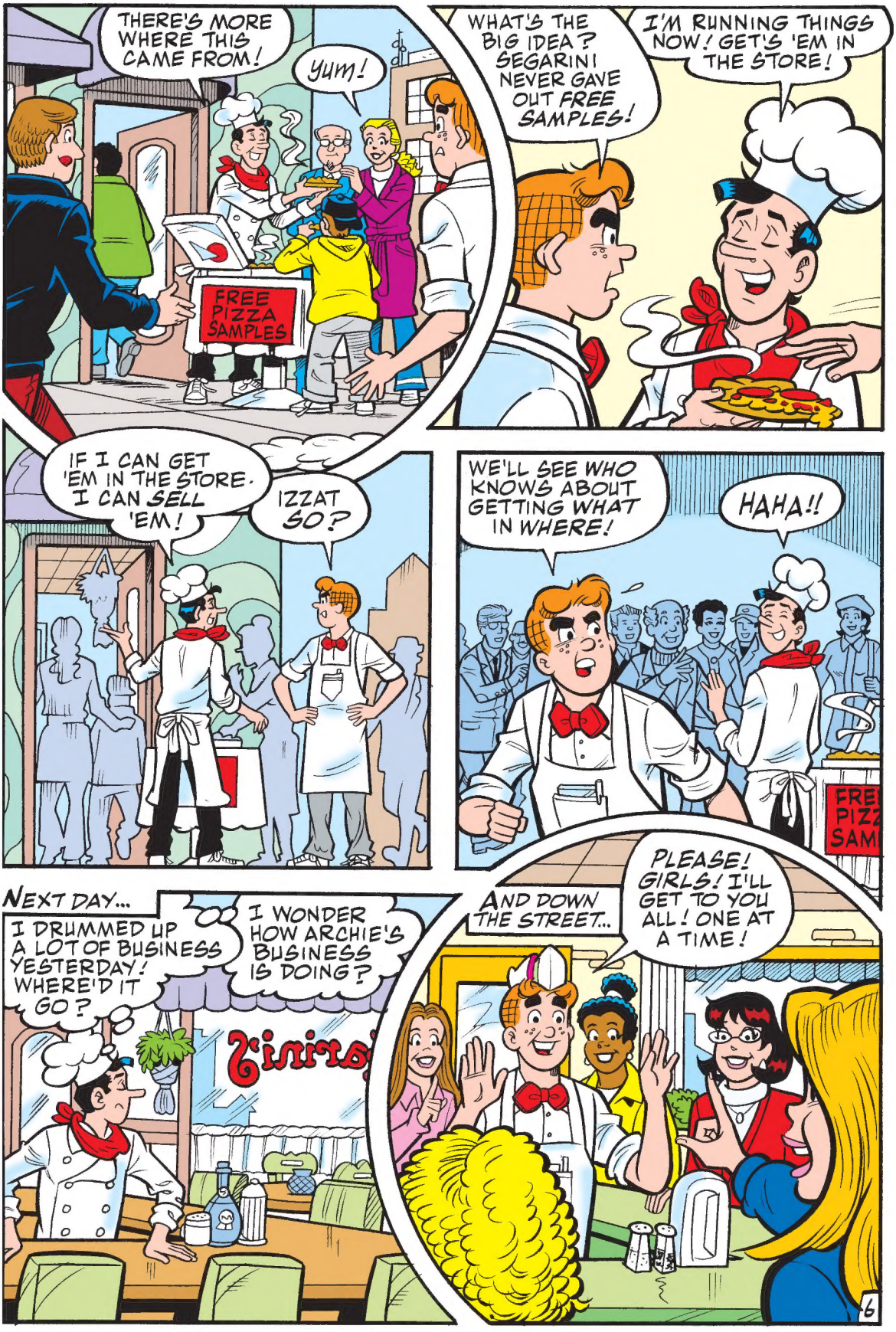
SCRIPT:	PENCILS:	INKING:	LETTERING:	COLORING:	EDITOR:	EDITOR-IN-CHIEF:
CRAIG BOLDMAN	REX LINDSEY	RICH KOSLOWSKI	JACK MORELLI	BARRY GROSSMAN	VICTOR GORELICK	RICHARD GOLDWATER

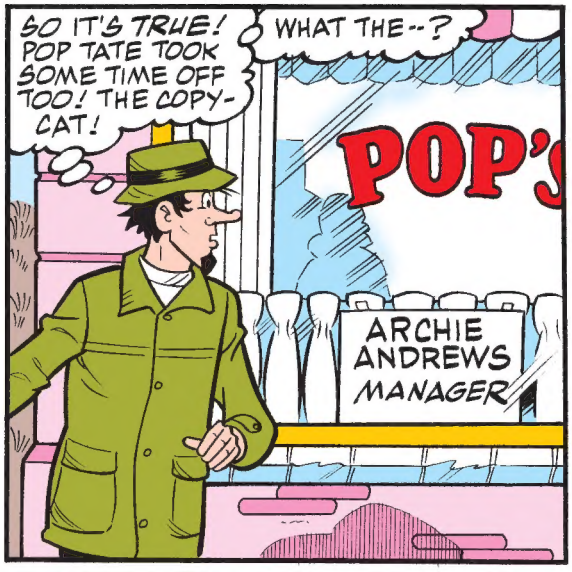

THE RESTAURANT WARS ARE TAKING THEIR TOLL ON POP AND SEGARINI!
SPLOT
THEY ARE THE WORLD'S TWO FIERCEST COMPETITORS!
EACH REFUSES TO LET THE OTHER GET THE UPPER HAND!
PERSONALLY, I THINK IT'S SILLY! WHY MAKE A BIG BATTLE OUT OF IT?
I AGREE!
SPECIALS
THERE'S ENOUGH BUSINESS TO GO AROUND! I HATE TO SEE TWO GROWN MEN BEING SO CHILDISH!
POP'S
TOO BAD THE WORLD ISN'T RUN BY LEVEL-HEADED GUYS SUCH AS OURSELVES, EH, ARCH?
A WORLD RUN BY THOSE TWO CHARACTERS?! CAN YOU IMAGINE?!
I'M GOING TO SPLASH COLD WATER ON MY FACE UNTIL THE THOUGHT PASSES!
2

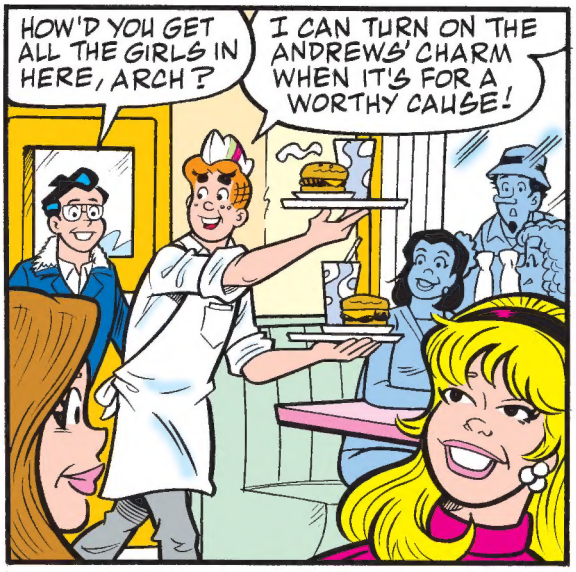

NEXT DAY...
THAT'S STRANGE! LOOKS LIKE SEGARINI IS CLOSING EARLY!
SEGARINI'S
SOMETHING UP, SEG?
I NEED A BREAK! I'VE REACHED MY SNAPPING POINT!
I'M GOING TO TAKE A DAY OFF JUST TO DECOMPRESS!
AND LEAVE YOUR SHOP CLOSED?
CLOSED
I HATE TO, BUT WHAT CHOICE DO I HAVE? THERE'S NOBODY--
HEY, WAIT!
YOU CAN RUN THE PLACE! YOU KNOW YOUR WAY AROUND AN EATERY!
THAT'S TRUE ENOUGH, BUT--
ME?!
JUST UNTIL I GET BACK! YOU KNOW, IT'S BETTER THAN LOCKING THE DOORS!
WELL, OKAY...
3


I SHOULD TELL POP ABOUT THIS! HE'LL BE AMUSED AND DELIGHTED!
Segariri's
JUG JONES OPERATOR
NO HEATED COMPETITION! HIS ENEMY'S SHOP IS IN FRIENDLY HANDS FOR A CHANGE!
POP
EH?!
POP'S
ARCHIE ANDREWS MANAGER
WHAT'S ALL THIS NOW?
POP DECIDED TO TAKE A LITTLE TIME OFF! A LITTLE BREAK FROM THE RAT RACE!
SO HE NEEDED A NEW RAT TO FILL IN, IS THAT IT?!
Whoa! WHAT'S WITH THE HOSTILE VIBE?
I'M POP'S BEST CUSTOMER! WHY DIDN'T HE ASK ME TO FILL IN?
YOU WEREN'T AROUND! IT JUST HAPPENED!
POP
ARCHIE ANDREWS MANAGE
4

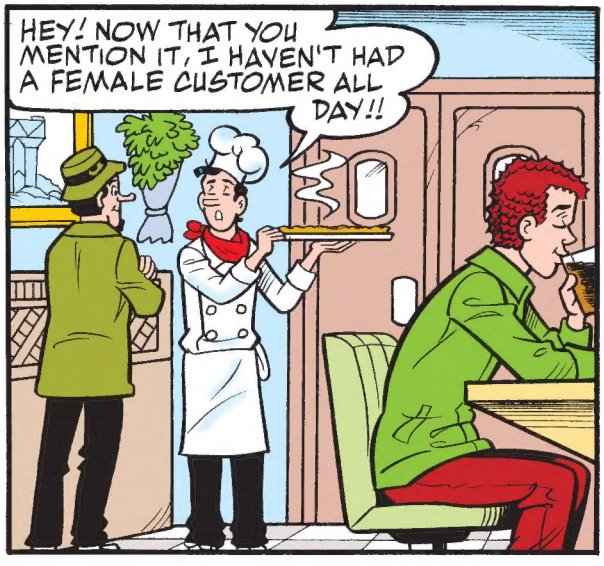

BESIDES, IT LOOKS LIKE YOU'RE ALREADY BUSY WORKING FOR THE COMPETITION!
WHEN CHEF JUGHEAD GOES UP AGAINST A TEMP WORKER, THAT'S NOT A COMPETITION--IT'S A MASSACRE!
WHAT? YOU'RE CLAIMING THAT YOUR PUNY PIZZA PARLOR IS A MATCH FOR MY CHOCKLIT SHOPPE?
NO NEED TO CLAIM THE OBVIOUS!
IF THERE'S ONE THING I KNOW, IT'S HOW TO MOVE FOOD!
I LOVE A CHALLENGE!
SO...
WHERE'S THE LUNCH RUSH, I WONDER? POP'S IS USUALLY CROWDED THIS TIME OF DAY!
HEY! THOSE PEOPLE ARE POP'S REGULARS! THE LUNCH RUSH IS RUSHING BY!!
I'D BETTER GO SEE WHAT'S GOING ON--huh? WHAT'S THIS NOW?!
JEWEL
5

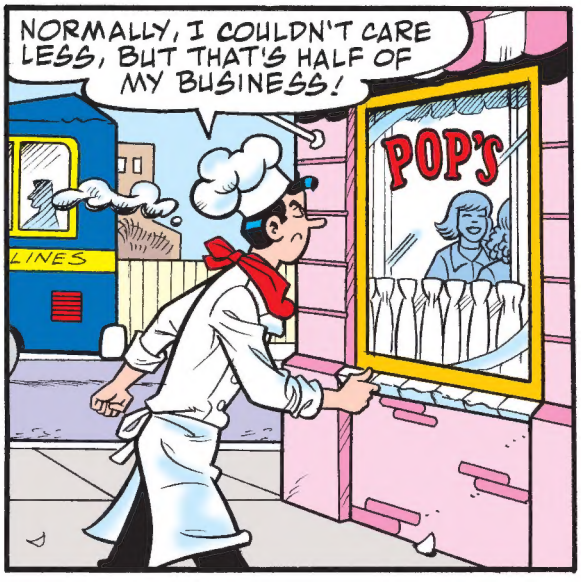

THERE'S MORE WHERE THIS CAME FROM!
yum!
FREE PIZZA SAMPLES
WHAT'S THE BIG IDEA? SEGARINI NEVER GAVE OUT FREE SAMPLES!
I'M RUNNING THINGS NOW! GET'S 'EM IN THE STORE!
IF I CAN GET 'EM IN THE STORE. I CAN SELL 'EM!
IZZAT SO?
WE'LL SEE WHO KNOWS ABOUT GETTING WHAT IN WHERE!
HAHA!!
NEXT DAY...
I DRUMMED UP A LOT OF BUSINESS YESTERDAY! WHERE'D IT GO?
I WONDER HOW ARCHIE'S BUSINESS IS DOING?
AND DOWN THE STREET...
PLEASE! GIRLS! I'LL GET TO YOU ALL! ONE AT A TIME!
6

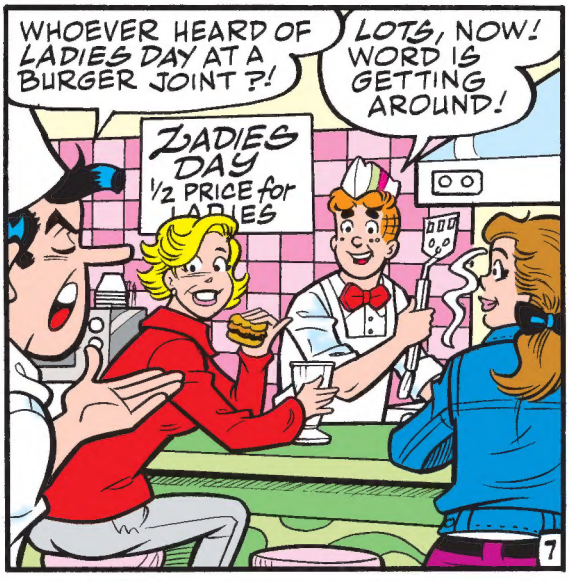

SO IT'S TRUE! POP TATE TOOK SOME TIME OFF TOO! THE COPY-CAT!
WHAT THE--?
POP'S
ARCHIE ANDREWS MANAGER

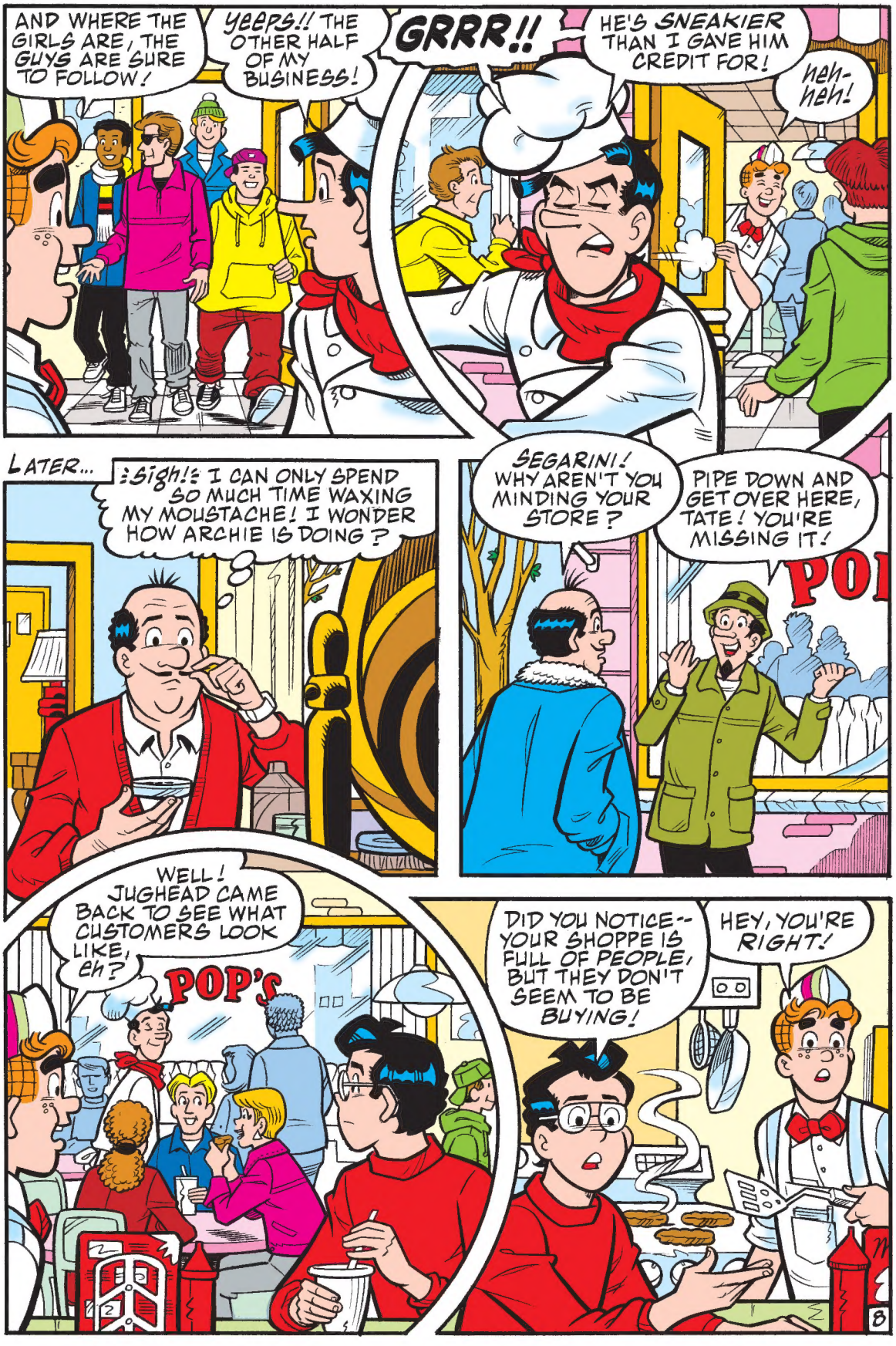

HOW'D YOU GET ALL THE GIRLS IN HERE, ARCH?
I CAN TURN ON THE ANDREWS' CHARM WHEN IT'S FOR A WORTHY CAUSE!

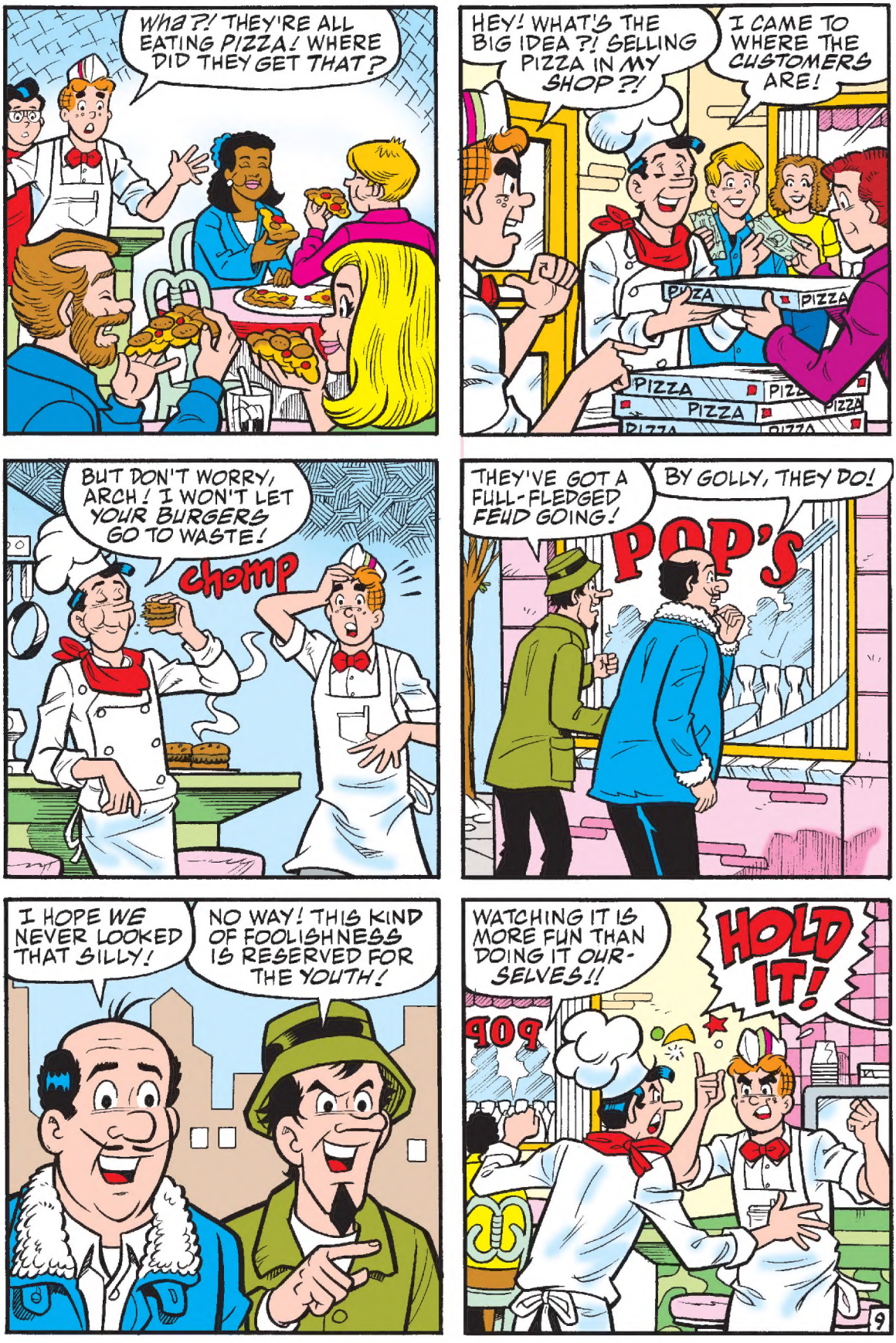
WOW! I WONDER IF JUGHEAD KNOWS ABOUT THIS?!


HEY! NOW THAT YOU MENTION IT, I HAVEN'T HAD A FEMALE CUSTOMER ALL DAY!!

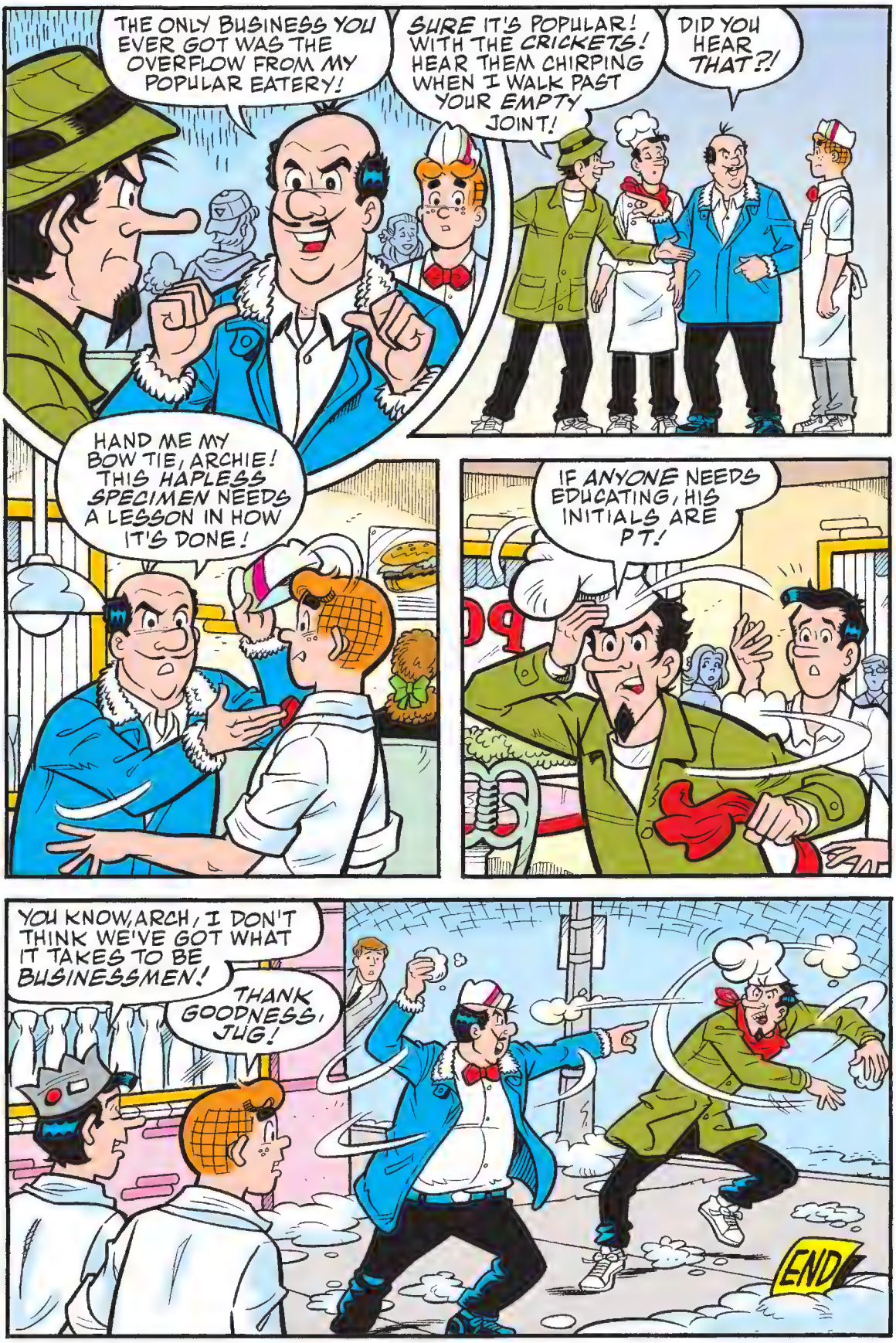

NORMALLY, I COULDN'T CARE LESS, BUT THAT'S HALF OF MY BUSINESS!
POP'S
LINES


WHOEVER HEARD OF LADIES DAY AT A BURGER JOINT?!
LOTS, NOW! WORD IS GETTING AROUND!
LADIES DAY
½ PRICE for


AND WHERE THE GIRLS ARE, THE GUYS ARE SURE TO FOLLOW!
yeeps!! THE OTHER HALF OF MY BUSINESS!
GRRR!!
HE'S SNEAKIER THAN I GAVE HIM CREDIT FOR!
neh-neh!
LATER...
:Sigh!: I CAN ONLY SPEND SO MUCH TIME WAXING MY MOUSTACHE! I WONDER HOW ARCHIE IS DOING?
SEGARINI! WHY AREN'T YOU MINDING YOUR STORE?
PIPE DOWN AND GET OVER HERE, TATE! YOU'RE MISSING IT!
WELL! JUGHEAD CAME BACK TO SEE WHAT CUSTOMERS LOOK LIKE, eh?
POP'S
DID YOU NOTICE-- YOUR SHOPPE IS FULL OF PEOPLE, BUT THEY DON'T SEEM TO BE BUYING!
HEY, YOU'RE RIGHT!
8


What?! THEY'RE ALL EATING PIZZA! WHERE DID THEY GET THAT?
HEY! WHAT'S THE BIG IDEA?! SELLING PIZZA IN MY SHOP?!
I CAME TO WHERE THE CUSTOMERS ARE!
PIZZA
PIZZA
PIZZA
PIZZA
BUT DON'T WORRY, ARCH! I WON'T LET YOUR BURGERS GO TO WASTE!
Chomp
THEY'VE GOT A FULL-FLEDGED FEUD GOING!
BY GOLLY, THEY DO!
POP'S
I HOPE WE NEVER LOOKED THAT SILLY!
NO WAY! THIS KIND OF FOOLISHNESS IS RESERVED FOR THE YOUTH!
WATCHING IT IS MORE FUN THAN DOING IT OUR-SELVES!!
HOLD IT!
POP
9

ARE YOU FORGETTING THAT YOU AND ARCHIE ARE FRIENDS? IS THIS THE PATH YOU WANT TO TRAVEL DOWN?
YOU COULD END UP LIKE POP AND SEGARINI! AT EACH OTHER'S THROATS FOR GOOD!
SHE'S RIGHT, YOU KNOW! WHAT'S A LITTLE BUSINESS COMPARED TO A LIFE-LONG FRIENDSHIP!?
HEY, WAIT A MINUTE! THEY CAN'T DO THAT!!
WHERE'S YOUR COMPETITIVE SPIRIT?!
POP?
FRANKLY, I FORGOT WHAT WE WERE FIGHTING ABOUT!
WELL, LET ME GIVE YOU A REFRESHER!
WHEN HE NABS ONE OF YOUR CUSTOMERS, YOU'RE SUPPOSED TO GO CROSS-EYED WITH INDIGNATION!!
YOUR CUSTOMERS?!?
10

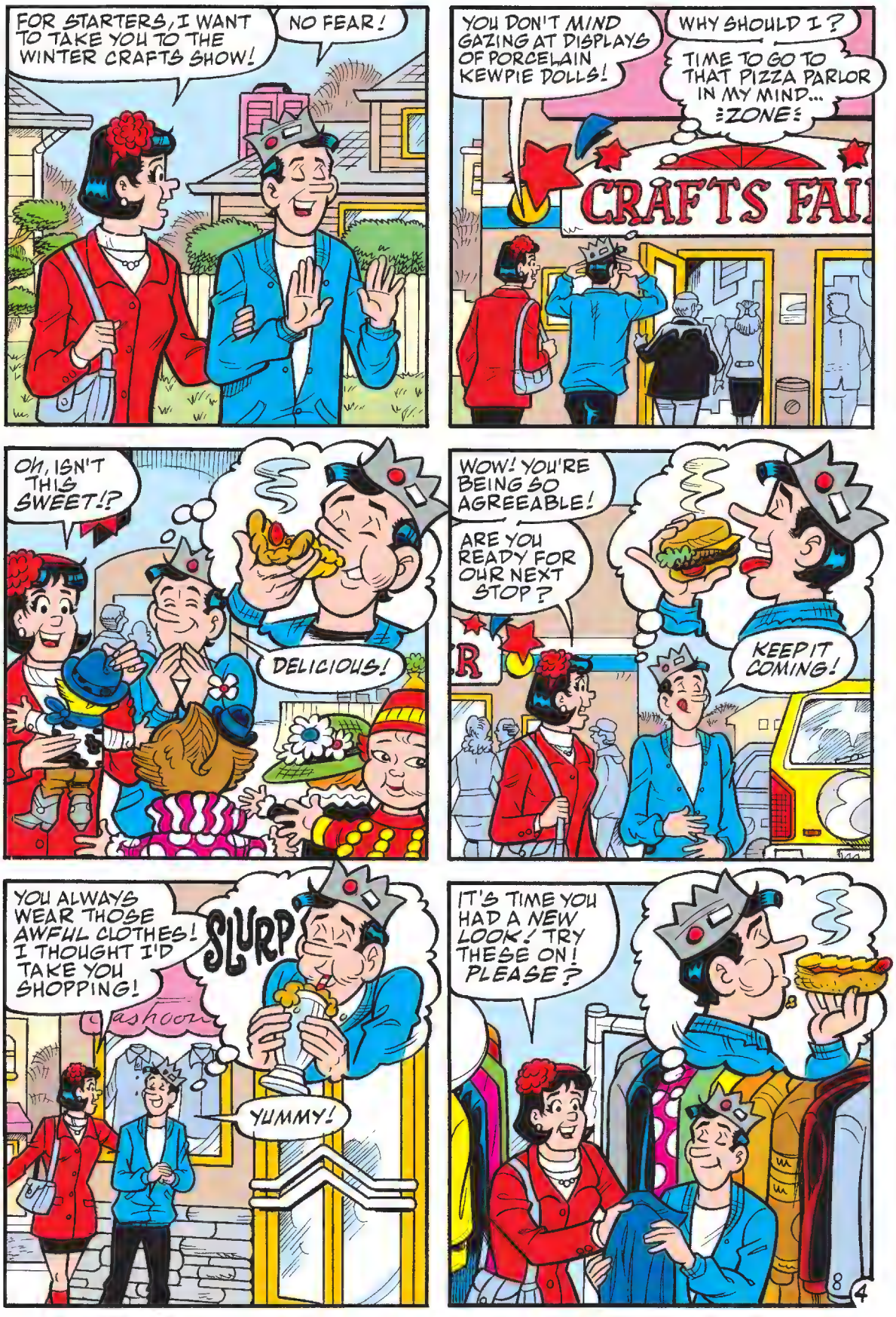

THE ONLY BUSINESS YOU EVER GOT WAS THE OVERFLOW FROM MY POPULAR EATERY!
SURE IT'S POPULAR! WITH THE CRICKETS! HEAR THEM CHIRPING WHEN I WALK PAST YOUR EMPTY JOINT!
DID YOU HEAR THAT?!
HAND ME MY BOW TIE, ARCHIE! THIS HAPLESS SPECIMEN NEEDS A LESSON IN HOW IT'S DONE!
IF ANYONE NEEDS EDUCATING, HIS INITIALS ARE PT!
YOU KNOW, ARCH, I DON'T THINK WE'VE GOT WHAT IT TAKES TO BE BUSINESSMEN!
THANK GOODNESS, JUG!
END

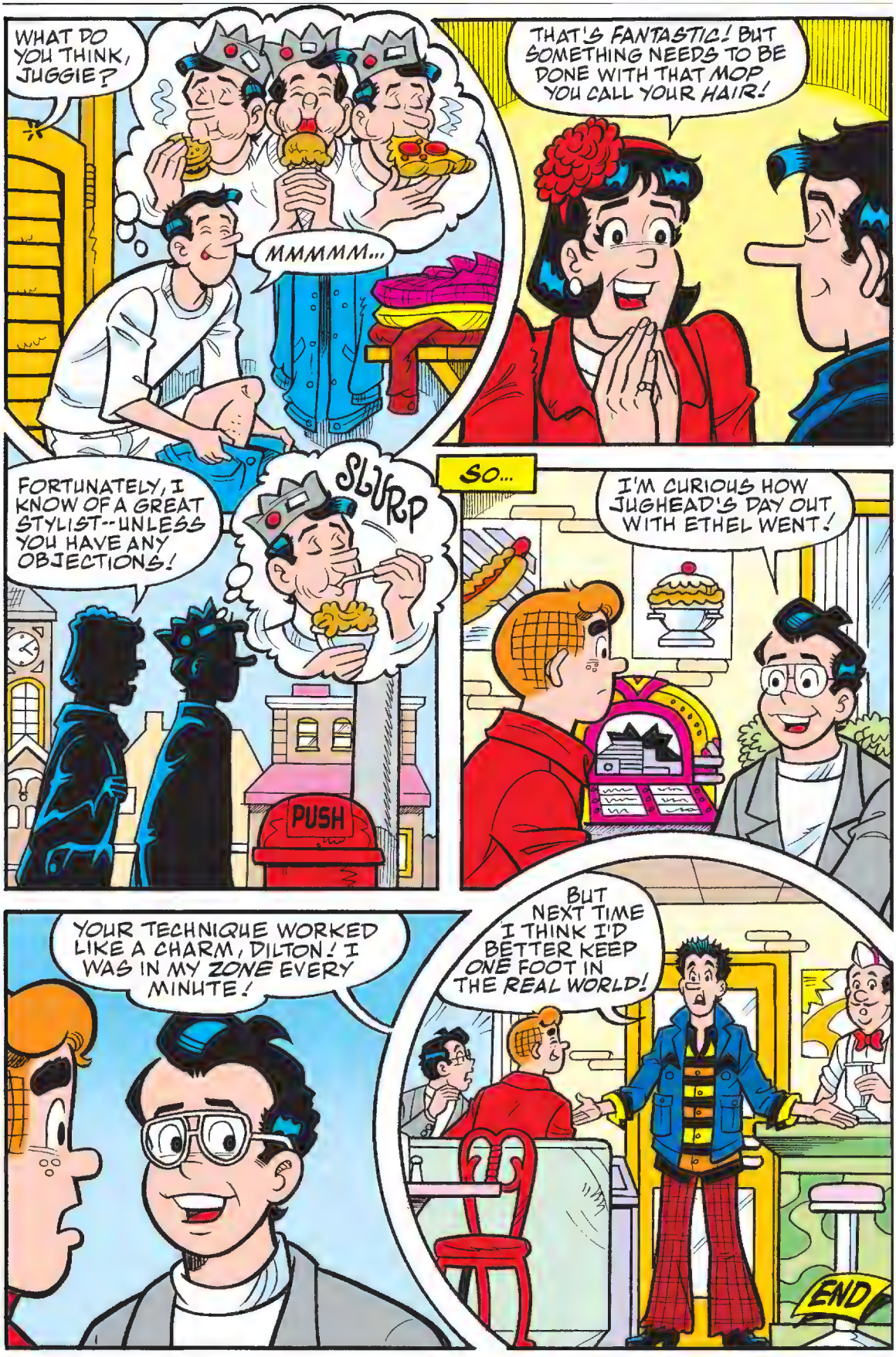
Jughead the Jughead Zone

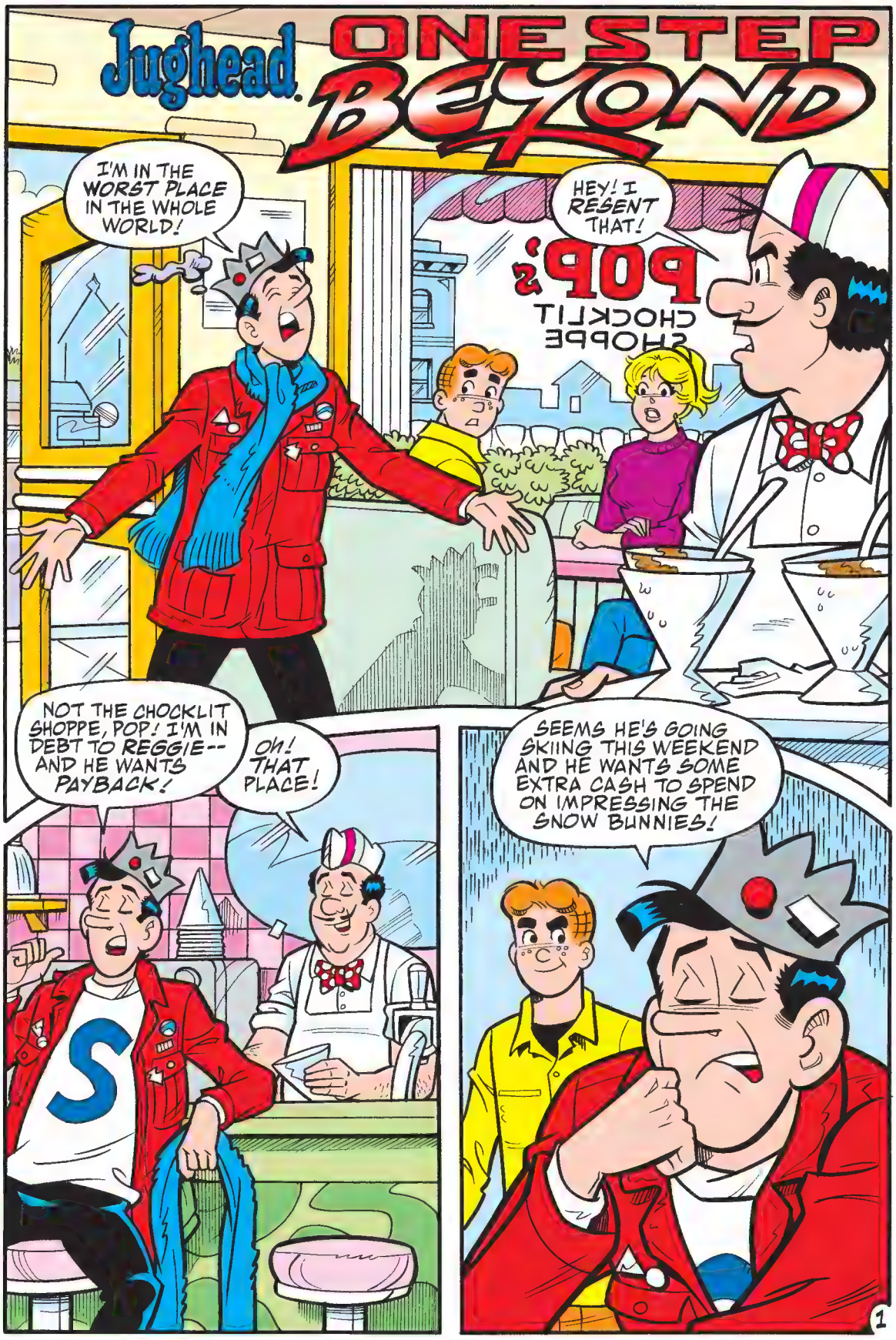
WHAT'S THE GOOD WORD, JUG?
"UGH!" IS THE BEST ONE I CAN THINK OF UNDER THE CIRCUMSTANCES!
SO WHAT'S GOT YOU ALL KERFUFFLED?
IT STARTED BACK WHEN ETHEL BAKED A PIE IN THE WINTER OF 2002!
"IN EXCHANGE FOR A SLICE OF HER PIE, I AGREED TO SPEND A DAY WITH HER DOING WHATEVER ACTIVITIES SHE CHOSE!"

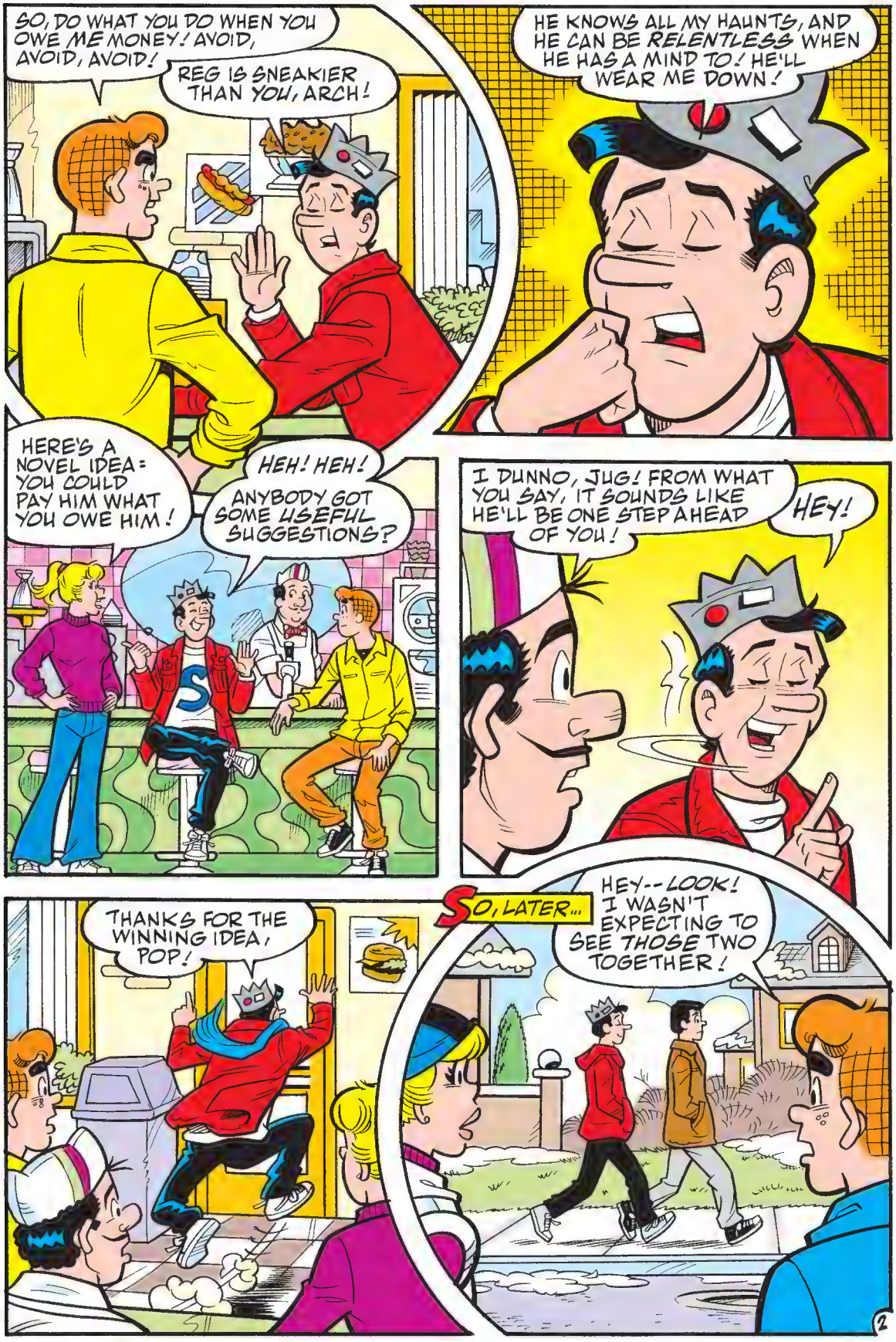
SO? THAT WAS LONG AGO!
NO, NO! THE DAY I AGREED TO IS TOMORROW! IT'S UPON ME!
WOW! SHE AGREED TO WAIT FIVE YEARS FOR PAYBACK! YOU'RE QUITE A BARGAINER!
I TRIED TO PICK THE TWELFTH OF NEVER, BUT SHE WOULDN'T GO FOR IT!
SO NOW YOU HAVE TO PAY THE PIPER!
RIGHT! LONG AFTER THE MEMORY OF THAT PIE IS GONE!
...ACTUALLY, I CAN STILL TASTE IT!
WELL, CHEER UP, JUG! IT WAS SO LONG AGO, I'LL BET SHE DOESN'T EVEN REMEMBER YOUR DEAL BY NOW!
COUNTING THE MINUTES UNTIL OUR DREAM DAY, SWEETIE!!
2

SOUNDS TO ME LIKE YOU NEED TO LEARN THE ART OF DEEP VISUALIZATION!
WHY FOR?
YOU CAN CONVINCE YOUR BRAIN YOU'RE IN MORE FAVORABLE SURROUNDINGS, EVEN WHILE DOING SOMETHING YOU DON'T LIKE!
DOES IT WORK?
I ONCE GOT A DOUBLE ROOT CANAL, ALL THE TIME THINKING I WAS RELAXING ON A TROPICAL BEACH!
SO TEACH ME, Oh MASTER!
EMPTY YOUR BRAIN! THINK ONLY OF SOMETHING VERY PLEASURABLE!
I AM EATING PIZZA! I AM EATING BURGERS!
EVENTUALLY...
I'VE TAUGHT YOU ALL I KNOW! YOU'RE READY!
JUST IN TIME, TOO! IT'S ZERO HOUR!!


FOR STARTERS, I WANT TO TAKE YOU TO THE WINTER CRAFTS SHOW!
NO FEAR!
YOU DON'T MIND GAZING AT DISPLAYS OF PORCELAIN KEWPIE DOLLS!
WHY SHOULD I?
TIME TO GO TO THAT PIZZA PARLOR IN MY MIND... :ZONE:
CRAFTS FAI
OH, ISN'T THIS SWEET!?
DELICIOUS!
WOW! YOU'RE BEING SO AGREEABLE!
ARE YOU READY FOR OUR NEXT STOP?
KEEP IT COMING!
YOU ALWAYS WEAR THOSE AWFUL CLOTHES! I THOUGHT I'D TAKE YOU SHOPPING!
SLURP
YUMMY!
IT'S TIME YOU HAD A NEW LOOK! TRY THESE ON! PLEASE?


WHAT DO YOU THINK, JUGGIE?
MMMMM...
THAT'S FANTASTIC! BUT SOMETHING NEEDS TO BE DONE WITH THAT MOP YOU CALL YOUR HAIR!
FORTUNATELY, I KNOW OF A GREAT STYLIST--UNLESS YOU HAVE ANY OBJECTIONS!
SLURP
PUSH
SO...
I'M CURIOUS HOW JUGHEAD'S DAY OUT WITH ETHEL WENT!
YOUR TECHNIQUE WORKED LIKE A CHARM, DILTON! I WAS IN MY ZONE EVERY MINUTE!
BUT NEXT TIME I THINK I'D BETTER KEEP ONE FOOT IN THE REAL WORLD!
END

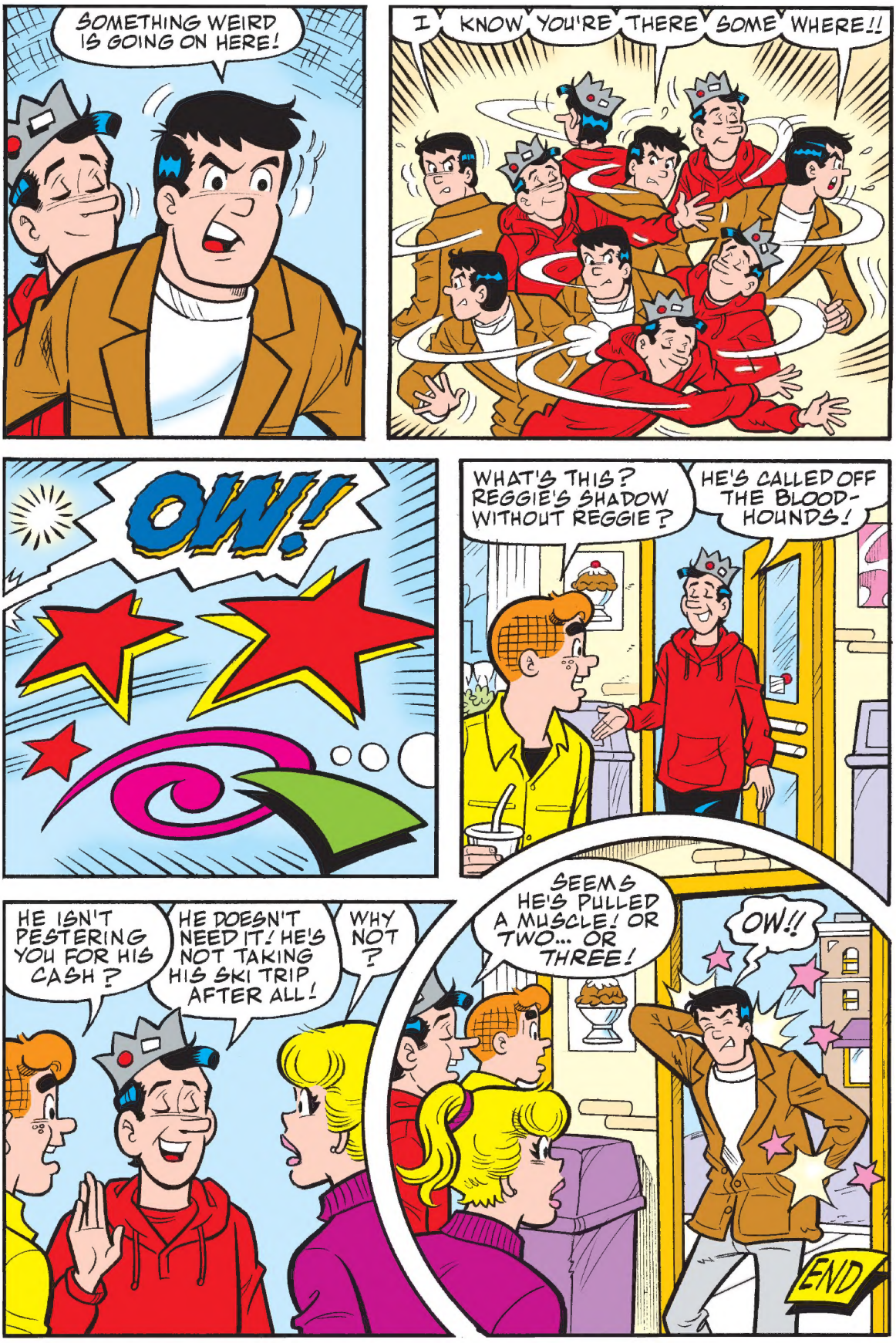

Jughead
ONE STEP BEYOND
I'M IN THE WORST PLACE IN THE WHOLE WORLD!
HEY! I RESENT THAT!
POP'S CHOCKLIT SHOPPE
NOT THE CHOCKLIT SHOPPE, POP! I'M IN DEBT TO REGGIE-- AND HE WANTS PAYBACK!
OH! THAT PLACE!
SEEMS HE'S GOING SKIING THIS WEEKEND AND HE WANTS SOME EXTRA CASH TO SPEND ON IMPRESSING THE SNOW BUNNIES!
1


SO, DO WHAT YOU DO WHEN YOU OWE ME MONEY! AVOID, AVOID, AVOID!
REG IS SNEAKIER THAN YOU, ARCH!
HE KNOWS ALL MY HAUNTS, AND HE CAN BE RELENTLESS WHEN HE HAS A MIND TO! HE'LL WEAR ME DOWN!
HERE'S A NOVEL IDEA: YOU COULD PAY HIM WHAT YOU OWE HIM!
HEH! HEH! ANYBODY GOT SOME USEFUL SUGGESTIONS?
I DUNNO, JUG! FROM WHAT YOU SAY, IT SOUNDS LIKE HE'LL BE ONE STEP AHEAD OF YOU!
HEY!
THANKS FOR THE WINNING IDEA, POP!
SO, LATER...
HEY--LOOK! I WASN'T EXPECTING TO SEE THOSE TWO TOGETHER!
2

HEY, ARCH!
REG!
SO IT LOOKS LIKE YOU AND JUGHEAD-- eh?
JUGHEAD, YEAH! THAT'S WHAT I WANT TO TALK TO YOU ABOUT!
HAVE YOU SEEN THAT FREE-LOADING LOUT?
er... YOU MEAN YOU HAVEN'T SEEN HIM?
NO! AND I'VE BEEN CHECKING ALL OF HIS HANGOUTS! HE OWES ME MONEY!
WELL, HE TURNS UP IN THE DARN-DEST PLACES!
WELL, IT LOOKS LIKE JUG'S FOUND THE PERFECT HIDING PLACE FROM REGGIE!
AS LONG AS HE DOESN'T TURN AROUND!
AND SO IT GOES...
LOOK-- HERE COMES GOOFUS AND GALLANT!
TEE-HEE! BETTY TOLD ME WHAT JUGGIE WAS UP TO! PLAY ALONG!
RONNIE! ETHEL!

SAY, I NEVER NOTICED BEFORE--GIRLS MUST WALK WITH A VERY LONG STRIDE!
WHY DO YOU SAY THAT?
LOOK! I LEAVE AS MANY FOOTSTEPS AS THE TWO OF YOU TOGETHER!
I GUESS YOU'RE RIGHT! =giggle!=
HOW LONG DO YOU THINK HE CAN KEEP THIS UP?
'TIL THE PAPER FROM REG'S I.O.U. DECOMPOSES, I'M GUESSING!
IT'S WEIRD! I'VE BEEN ALL OVER TOWN AND CAN'T FIND A HINT OF THAT JOKER!
Men's Wear
HEY!!
4

ZIP
A-ha!
eh?!
Hmmm...
I'VE BEEN GETTING A SENSE THAT SOMETHING FUNNY IS GOING ON!
GOTCHA!
er...
DRAT!!
Hmmm!
THERE--
--YOU ARE?!
5


SOMETHING WEIRD IS GOING ON HERE!
I KNOW YOU'RE THERE SOME WHERE!!
OW!
WHAT'S THIS? REGGIE'S SHADOW WITHOUT REGGIE?
HE'S CALLED OFF THE BLOOD-HOUNDS!
HE ISN'T PESTERING YOU FOR HIS CASH?
HE DOESN'T NEED IT! HE'S NOT TAKING HIS SKI TRIP AFTER ALL!
WHY NOT?
SEEMS HE'S PULLED A MUSCLE! OR TWO... OR THREE!
OW!!
END

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